



"Milk prices its Impact of Productions of Milk Development of Rural Economy of Maharashtra."

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Introduction :-

The farming is a main occupation of Maharashtra people. Due to uncertainty of rain. Climate and prices of agricultural products the Agricultural sector facing various problems. So the farmers of Maharashtra now engaged in milk production as a supplementary occupation. In rural economy of Maharashtra role for generating employment and income of the rural people.

The Government of Maharashtra supporting for the increasing the milk production through the various schemes under the milk development department. The milk occupation the collection of milk, Processing and Marketing is divided in two parts. One is a co-operative milk societies and second is private limited milk companies. Now a says the milk occupation is a backbone of Maharashtra Economy. But the fluctuations in the milk prices affecting on the milk production as well as the demand and supply of the milk products. The fluctuations in milk prices are creates a problem for consumer and producers also. So it was decided to focus on this problems and some measures for stabilize the milk prices and milk production.

Objective of the study :-

1. To highlight the importance of milk occupation in the rural economy.
2. To study the problems of fluctuations in the milk prices.
3. To study the situations of the milk production and it's marketing.
4. To suggest some measures for stabilization of milk prices.

Methodology and data creation :-

The present research paper is based on secondary data. It is collected from various reference books, Magazine, Newspapers, Research articles and internet sources. Milk production and milk availability :-

In Maharashtra 1947, The milk colony is started for producing milk and supplying milk for common people in a reasonable rate. In 1947, the milk producers producing milk through the near about 16000 Buffaloes. The milk producing was a one side business of the people at that time and its generates the employment income to the milk produced. In 1952, first milk testing and research lab established and in 1958 the separate milk occupation development department was established for development of milk occupation. After 1960, the milk marketing business started on commercial base to collect the milk from the rural areas and provide for the urban consumer in reasonable price. In 1961, the varali milk center (Milk Shala) was established and after that the milk production of Maharashtra increasing day by day.

Maharashtra is a leading milk producing state in India Through the co-operative milk societies and private milk sangh. Now 38 milk shala, 81 milk chilling centers and 4 Government and 7 co-operative and 20 private milk powder units are working in Maharashtra. There are 35 milk co-operative sangh are engaged in collecting and processing of milk and milk products in Maharashtra. And 25000 milk co-operative societies are working in rural areas for collection of milk from farmers as well as there are 45000 private milk collection centers are working at present. Gokul,

Warna, Rajarambapu, Pune district sangh, doodh pandhari baramati, Shivratna etc, co-operative sangh are engaged in co-operative sector for collection processing and marketing of milk and milk products. Sonai, Chitale, Watson etc, are the private brands also competing with the co-operative milk societies.

The co-operative and private doodh sanghs, collecting milk from the milk producer farmers and providing packing milk, Butter, milk powder, Dahi, Lassi, Butter milk, Shrikhand, Panner, Malai, Howa, etc, milk and milk products to the consumers.

After 1960's, the milk production increases in Maharashtra day by day as per statistical data in 1975 the total milk production or Maharashtra was 64,000 Lit, in 1985, 17,40,000lit, in 2005-40,00,000 lit, 2016-1,14,00,000 lit and 2021 150,0000 lit, this is a achievement of Maharashtra milk occupation the figure shows the milk production of Maharashtra increases above 20 times in the 2021 as compare to 1975 in the current situation the collection of milk above 1.5 crore liters out of that 60% is private collection and 40% milk collected from co-operation societies the share of milk collection of co-operative societies reducing and private societies collection is increasing the total turnover of milk occupation in Maharashtra is Rs. 135 Crores daily and 1 Crore peoples are engaged in this occupations so the milk occupations is on core center of Maharashtra's economy.

Milk prices and Impact on Production :-

There are two types of milk prices one is purchasing price of milk which is given to the farmers by the milk societies and second is selling price of milk and milk products for the consumers. The purchasing prices fluctuations and when the prices come down the farmers in trouble because sometimes the prices are below productions cost. In Covid period and before that the milk prices are very low for example cow milk price was Rs. 18 to 20 and before low milk prices Rs.25 per liter. The milk production price is minimum 30 Rs per liter. So the milk producers business is in deficit there is a loss of 5-10 Rs per liter. Other side the prices of castles feed increases day by day. So that the milk produced in trouble Other side the selling price is high there is huge gap between purchasing price and selling price so the consumer paid more price but this price is not given to the milk producers. So the prices of milk effects on milk productions. Milk producers' not happy with the occupation. Its affects on milk production I slow and milk available per person in Maharashtra is below the national average milk availability for example as per 2011 censuses Maharashtra populations was 11.2 Crores and milk production in the state 242 lack and milk availability per person in India - 299 gm and Maharashtra 215 gm. Now in 2022 the milk prices are increasing current situation purchasing price of cow milk is Rs. 38 and buffalo Rs. 50 but the price for consumer is for cow milk 50-60 Rs, and buffalo milk 60-70 Rs per liter. These prices now good for milk producers but it is necessary to constant this level if constant it is beneficial for producers.

Conclusion :-

1. Maharashtra milk production is increasing day by day.
2. Due to milk occupation there is a good opportunity for rural industrialization through the milk processing and animal feed production
3. Milk occupation generates self employment t te rural people
4. Milk occupation provide the natural fertilizers to agriculture through the cow and buffalo dung
5. The milk occupation supports women empowerment, majority rural women engaged in milk production.
6. In rural area farmers & milk producers earn money from milk and milk productions so their leaving of standards improved.
7. The milk price affect the production of milk, when the milk prices are low the production of milk decreases

8. The milk occupation is a backbone of maharastrian economy.

Problems of milk occupation in Maharashtra :-

1. Imbalanced development of milk production.
2. Cut through competition in private and co-operative milk societies for collection of milk
3. Milk societies facing a problem of storage of milk and transportation.
4. Many milk societies facing a problem of Quality of milk and mixing harmful contains in milk.
5. Large varieties and fluctuations in the milk purchasing and selling prices.
6. The milk producers and consumers are explored by the private and co-operative milk societies.

Suggetions :-

1. The Government and milk societies create a fund for stabilization of milk prices named by milk price stabilization fund.
 2. Government adopt the minimum support for milk producers.
 3. The steps taken reduce the margine between the purchasing and selling of milk prices.
 4. To make a policy for control the prices of cattle feed and equipments.
 5. Government set up policy for export of milk and milk products
- These are some suggestions are helpful to remedies for solutions the problems of milk producers, milk societies, and milk consumers.

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